

Message Text

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SUBJECT: HONG KONG COUNTRY COMMERCIAL PROGRAM 2ND QTR. PROGRESS
REPORT

REF: 74 STATE 280182

SUMMARY

WE ARE GENERALLY ON TARGET FOR OUR COUNTRY COMMERCIAL PROGRAM
OBJECTIVES WITH SOME VARIATION NOTED BELOW. MOST SIGNIFICANT
HAPPENING WAS AMERICAN FORTNIGHT WHOSE COMMERCIAL EVENTS HAVE
ALREADY PRODUCED US\$20.5 MILLION.
END SUMMARY.

1. A SYNOPSIS OF AMERICAN FORTNIGHT COMMERCIAL RESULTS FOLLOWS:

INDUSTRIAL EXHIBITION \$ 8,380,000
CONSUMER EXHIBITION \$ 2,900,000
SIX IN-STORE PROMOTIONS (NOT ON FOOD) \$ 1,185,952
51 FASHION SHOWS \$ 714,000
500 CONSUMER OUTLETS ASSOCIATED WITH FORTNIGHT \$ 2,500,000
10 SEPARATE FOOD PROMITIONS \$ 1,500,000
HOTEL PROMOTIONS \$ 660,000
ART EXHIBITION \$ 75,000
SERVICES EXHIBITION \$ 220,000
VALUE OF NEW AGENCY BUSINESS
NOT ALREADY COUNTED \$ 750,000
VALUE OF NEW PRODUCTS NOT
PREVIOUSLY COUNTED \$ 1,600,000
TOTAL: \$20,484,952

TWELVE MONTH EFFECT OF AMERICAN FORTNIGHT WILL PROBABLY

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DOUBLE THIS TOTAL BECAUSE THE FOREGOING WAS BASED ON

PURCHASES MADE DURING FORTNIGHT AND TO DATE, FLOWING FROM FORTNIGHT PRODUCED CONTACT LISTS THAT ARE STILL BEING WORKED.

2. ANNEX A - PROCESS CONTROLS/INSTRUMENTS: TECHNICAL SEMINAR WAS CANCELLED IN '75 STATE 300293. POST WILL EXPLORE POSSIBILITY OF LOCALLY PROCURED SEMINAR WITH HONG KONG FEDERATION OF INDUSTRIES WHO WILL BE ASSISTING US IN STAGING OTHER SEMINARS. ALTHOUGH THERE IS NO BUYERS MISSION CALLED FOR IN CCP, WE INVESTIGATED THIS POSSIBILITY. HOWEVER, WE FOUND SO SUITABLE SHOW BEING STAGED IN US AND ACCORDINGLY DOUBT FEASIBILITY OF MOUNTING BUYERS MISSIONS IN THIS CATEGORY. WE ESTIMATE 30 NEW AGENCIES AND 120 NEW PRODUCTS INTRODUCED TO MARKET. SIX T.O.'S SUBMITTED.

3. ANNEX B - EIPT - USIS HAS NOT RECEIVED ANY VIDEO TAPES OR FILMS PERTAINING TO EIPT EQUIPMENT. WE PLAN TO HOLD TECHNICAL SEMINAR IN ASSOCIATION WITH HK FEDERATION OF INDUSTRIES POSSIBLY COMBINED WITH ELECTRONIC COMPONENTS SEMINAR. FIVE T.O.'S SUBMITTED TO DATE.

4. ANNEX C - CONSUMER GOODS - IN ADDITION TO IN-STORE PURCHASE PARA. 1 ABOVE, THE AMERICAN FORTNIGHT RESULTED IN MANY DOZENS OF PRESS RELEASES ON EVERY PRODUCT CAMAIGN. GOODS FROM EVERY PRODUCT CAMPAIGN WERE ALSO ON DISPLAY AT THE VARIOUS FORTNIGHT EXHIBITIONS. 35 T.O.'S SUBMITTED TO DATE ON CONSUMER GOODS.

5. ANNEX D - FOOD PROCESSING AND PACKAGING EQUIPMENT. WE HAVE CONTACTED ABOUT 30 REGISTRANTS FROM '74 CATALOG SHOW AND RECEIVED COMPLAINTS FROM MANY THAT THEIR REQUESTS FOR CATALOGS WENT UNANSWERED BT PARTICIPATING COMPANIES. HOWEVER, INTEREST IS STILL HIGH AND SEVERAL T.O.'S HAVE RESULTED.

6. ANNEX E - PRINTING AND GRAPHIC ARTS EQUIPMENT. WE ESTIMATE THAT AMERICAN FORTNIGHT PRODUCED US\$760,000 IN SALES FOR PRINTING AND GRAPHIC ARTS EQUIPMENT.

7. ANNEX F - BUSINESS EQUIPMENT AND SYSTEMS - PROMOTIONAL MATERIAL FOR EXHIBITION IN US ON THIS PRODUCT CATEGORY HAS NOT YET BEEN RECEIVED.

HOWEVER, WE ARE ORGANIZING A BUYER TRADE MISSION AND WOULD APPRECIATE UNCLASSIFIED

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RECEIVING WHATEVER MATERIAL COMMERCE COULD GIVE US ON UPCOMING SHOWS IN THIS CATEGORY. THIRTEEN T.O.'S ALREADY SUBMITTED IN THIS CATEGORY.

8. ANNEX H - NUCLEAR POWER PROJECT - SEE HK 12665, 10/24/75. THE IDEA OF A NUCLEAR POWER PLANT FOR HONG KONG IS STILL IN THE DISCUSSION STAGE AND IT SEEMS UNLIKELY THAT ONE WILL BE BUILT HERE IN THE FORESEEABLE FUTURE. IT IS MORE LIKELY THAT ANY NUCLEAR

PLANT TO SERVE HONG KONG IN FUTURE WILL BUILT IN THE PRC BY THE PRC.
OF COURSE, SHOULD IT APPEAR AT ANY TIME THAT A DECISION TO BUILD
A NUCLEAR PLANT IS IMMINENT, WE WILL WANT TO DO EVERYTHING POSSIBLE
TO ASSURE IT IS PURCHASED FROM U.S. SUPPLIERS. FOR THE MOMENT,
HOWEVER, WE DO NOT SEE GREAT BENEFIT IN SENDING A NUCLEAR OFFICIAL
TO THE U.S. USIS WOULD HAVE TO MAKE SPECIAL REQUEST WITH VERY
STRONG JUSTIFICATION TO OBTAIN GRANT SINCE USIS HAS ALREADY FULLY
COMMITTED AVAILABLE FUNDS FOR FY 76 UNDER INTERNATIONAL VISITORS
PROGRAM. GRANTEES INCLUDED ONE PERSON WITH COMMERCIAL INTERESTS."
NEVERTHELESS, WE WILL CONTINUE TO MONITOR POWER SCENE AND REPORT
FURTHER CHANGES.
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